

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Number : 09/761,763 Confirmation No.: 5922  
Applicant : Kevin M. SULLIVAN  
Filed : January 18, 2001  
Title : SYSTEM AND METHOD FOR ADMINISTERING A BROKERAGE REBATE CARD PROGRAM  
TC/Art Unit : 3622  
Examiner: Donald CHAMPAGNE  
Docket No. : 47004.000086  
Customer No. : 21967

**REPLY TO FINAL OFFICE ACTION UNDER 37 C.F.R. § 1.114**

U.S. Patent and Trademark Office  
220 20th Street South  
**Customer Window, Mail Stop RCE**  
Crystal Plaza Two, Lobby, Room 1B03  
Arlington, VA 22202

Dear Sir:

In response to the final Office Action mailed on September 30, 2004, Applicant respectfully requests reconsideration of the rejections of record in view of the following amendments and remarks. Concurrently submitted herewith is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

*In sum, claims 1, 2, 9-12, 19, and 20 are currently amended.*

*Claims 3-8 and 13-18 remain unchanged.*

*No claims have been added.*

*Claims 1-20 are currently pending.*

**Remarks/Arguments** begin on page 8 of this paper.